

ORDER



Orders
Order / Rev: 353093
Alt Order #: 06848629
Product Desc: JOE HECK
Estimate: 2643
Flight Dates: 09/03/12 - 09/16/12
Original Date / Rev: 08/30/12 / 08/30/12
Order Type: GENERAL

KTNV - Las Vegas

Primary AE: Anjanette Brady
Sales Office: PPH
Sales Region: NAT

Agency Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Heck, Joe
Demographic: A35+
Product Codes: PL State Senate
Priority: P-01
Revenue Codes: HOUSE, POL CAND, CAND

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/16/12 | 87 | \$29,850.00 | \$25,372.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 87 | \$29,850.00 | \$25,372.50 | 0.00 |
| Totals | 87 | \$29,850.00 | \$25,372.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Anjanette Brady | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|------------------|-------|-------------|
| KTNV - Las Vegas | 30% | \$29,850.00 |
| Market | 100% | \$99,500.00 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KELV | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KHDF | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 31% | \$30,845.00 |
| KLVS | 0% | \$0.00 |
| KMCC | 0% | \$0.00 |
| KSNV | 29% | \$28,855.00 |
| KTUD | 1% | \$995.00 |
| KVMY | 5% | \$4,975.00 |
| KVVU | 3% | \$2,985.00 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 1% | \$995.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|----------|----------|--------------------------|-------|----------------|---------|-----|-------|----------|------|------|------|-------|----------|
| E 1 | KTNV | 09/04/12 | 09/06/12 | M-F 6-7am Action News | CM | M-F 6-7a | -T-T--- | :30 | 2 | \$400.00 | P-01 | 0.00 | NM | 2 | \$800.00 |

KTNV - Las Vegas

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Advertiser: Heck, Joe
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 Estimate: 2643

KTNV - Las Vegas

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------|------|-------------------|-----------------|----------------------------------|-------|--------------------------|-----|-------------------|-------------|------|---------------|------|-------|------------|
| E 13 | KTNV | 09/10/12 | 09/13/12 | 3p Millionaire 3p Millionaire | CM | M-F 3P-330P M-WT--- | :30 | 3 | \$200.00 | P-05 | 0.00 | NM | 3 | \$600.00 |
| MILLIONAIRE | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M-WT--- | | | | 3 | \$200.00 | | 0.00 | | | |
| E 14 | KTNV | 09/03/12 | 09/06/12 | M-F 5-5:30p Action News @ 5p | CM | M-F 5-5:30p MTWT--- | :30 | 4 | \$350.00 | P-05 | 0.00 | NM | 4 | \$1,400.00 |
| 5P NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | MTWT--- | | | | 4 | \$350.00 | | 0.00 | | | |
| E 15 | KTNV | 09/10/12 | 09/14/12 | M-F 5-5:30p Action News @ 5p | CM | M-F 5-5:30p M-WTF-- | :30 | 5 | \$250.00 | P-05 | 0.00 | NM | 5 | \$1,250.00 |
| 5P NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M-WTF-- | | | | 5 | \$250.00 | | 0.00 | | | |
| E 16 | KTNV | 09/03/12 | 09/05/12 | M-F 7:30-8p Millionaire | CM | M-F 730-8p M-W---- | :30 | 2 | \$350.00 | P-05 | 0.00 | NM | 2 | \$700.00 |
| MILLIONAIRE | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | M-W---- | | | | 2 | \$350.00 | | 0.00 | | | |
| E 17 | KTNV | 09/07/12 | 09/07/12 | M-F 7:30-8p Millionaire | CM | M-F 730-8p ----F-- | :30 | 1 | \$250.00 | P-05 | 0.00 | NM | 1 | \$250.00 |
| MILLIONAIRE | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ----F-- | | | | 1 | \$250.00 | | 0.00 | | | |
| E 18 | KTNV | 09/12/12 | 09/14/12 | M-F 7:30-8p Millionaire | CM | M-F 730-8p --W-F-- | :30 | 3 | \$250.00 | P-05 | 0.00 | NM | 3 | \$750.00 |
| MILLIONAIRE | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | --W-F-- | | | | 3 | \$250.00 | | 0.00 | | | |
| E 19 | KTNV | 09/03/12 | 09/06/12 | M-F 11-11:35p Action News | CM | M-F 11-11:35p MTWT--- | :30 | 4 | \$850.00 | P-01 | 0.00 | NM | 4 | \$3,400.00 |
| 11P NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | MTWT--- | | | | 4 | \$850.00 | | 0.00 | | | |
| E 20 | KTNV | 09/07/12 | 09/07/12 | M-F 11-11:35p Action News | CM | M-F 11-11:35p ----F-- | :30 | 1 | \$500.00 | P-05 | 0.00 | NM | 1 | \$500.00 |
| 11P NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ----F-- | | | | 1 | \$500.00 | | 0.00 | | | |
| E 21 | KTNV | 09/10/12 | 09/14/12 | M-F 11-11:35p Action News | CM | M-F 11-11:35p M-WTF-- | :30 | 5 | \$500.00 | P-05 | 0.00 | NM | 5 | \$2,500.00 |
| 11P NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M-WTF-- | | | | 5 | \$500.00 | | 0.00 | | | |
| E 22 | KTNV | 09/03/12 | 09/06/12 | M-F 11:35-12:05a Nightline | CM | M-F 11:35-12:05a MTWT--- | :30 | 4 | \$400.00 | P-05 | 0.00 | NM | 4 | \$1,600.00 |
| ABC NITELINE | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | MTWT--- | | | | 4 | \$400.00 | | 0.00 | | | |
| E 23 | KTNV | 09/07/12 | 09/07/12 | M-F 11:35-12:05a Nightline | CM | M-F 11:35-12:05a ----F-- | :30 | 1 | \$300.00 | P-05 | 0.00 | NM | 1 | \$300.00 |
| ABC NITELINE | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ----F-- | | | | 1 | \$300.00 | | 0.00 | | | |
| E 24 | KTNV | 09/10/12 | 09/14/12 | M-F 11:35-12:05a Nightline | CM | M-F 11:35-12:05a M-WTF-- | :30 | 5 | \$300.00 | P-05 | 0.00 | NM | 5 | \$1,500.00 |
| ABC NITELINE | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M-WTF-- | | | | 5 | \$300.00 | | 0.00 | | | |
| E 25 | KTNV | 09/08/12 | 09/08/12 | | CM | Sat 7a-8a GMA -----S- | :30 | 1 | \$225.00 | P-05 | 0.00 | NM | 1 | \$225.00 |

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